

Corporate Experience

☞ The Hain Celestial Group, Celestial Seasonings, Boulder, Colorado

Editor & Copywriter

Wrote or edited copy relating to Celestial Seasonings. Main projects involved monthly website writing and updating (www.celestialseasonings.com) and composing tea box copy for multitudes of new or revised SKUs (there were almost 200 SKUs, including translations in 10 other languages). Duties for selected SKUs included ascertaining FDA claims compliance with R&D, soliciting authors to write essays and quotes or finding published ones and researching their copyrights, writing about the tea types and flavors, proofing standardized box information, and obtaining language translations when necessary. Simultaneously, was responsible for copy of magazine/newspaper press releases and ads, direct-mail brochures, demo kits and promotions, in-store and publication coupons, and sell sheets for the sales teams. Also produced copy for retail products, including banners, calendars, puzzles and magnets. Other projects involved conducting research for newspaper articles (articles were then written by a hired agency), writing the annual report (about 14 editorial pages), and composing speeches for the Guest Relations Manager.
—2003 to 2004

☞ Penton Media, Natural Products Division, Boulder, Colorado

Executive Editor, *Nutrition Science News* (NSN)

Directed all editorial aspects of running a \$3.2 million trade magazine, including budget control, spearheading new projects with the publisher, providing editorial leadership and vision, and managing an editorial and design staff of up to six. Position included writing, editing and proofing on all articles, supervising graphics and design, blue lines, web reproduction, and working with the advertising team. Also produced monthly scientific modules for pharmacists' continuing education credit (CUs) and an annual article index. Trade duties entailed overseeing a biannual conference tract on natural healing, serving as either spokes- or chairperson for more than 30 tradeshow and conferences, and constant interfacing with industry VIPs and advertisers.
—1996 to 2001

Executive Editor, *Health & Nutrition Breakthroughs* (HNB)

At the same time as running *NSN* (above), performed the same duties for a 250,000-circulation consumer magazine. This magazine used a majority of content from *NSN*, which had to be reworked for a consumer format. *HNB* operated with an independent budget and an additional staff of two to three. Interactions with the public adjoined those with industry VIPs and advertisers.
—1997 to 2000

A Founding Editor/Managing Editor, *Nutrition Science News*

Performed same functions of *NSN* executive editor (above), coordinating all editorial aspects of running a start-up magazine: Developed editorial concepts and found authors, crafted infrastructure for author interactions (contracts, story guidelines, payment structures, editorial calendar, etc.), and determined streamlined operations to facilitate the production process.
—1995

Managing Editor, special inserts to *Natural Foods Merchandiser* (NFM)

Responsible for the creation and production of *NFM* special inserts, including the annual *Herb Market Review*, the spring *Sports Supplement* and the fall *Personal Care Handbook*. Along with regular *NFM* associate editor functions (below), duties included writing or editing stories, choosing graphics, and following the magazine through the production process.
—1994

Associate Editor, *Natural Foods Merchandiser*

Wrote features, columns and news; worked with freelancers; coordinated with graphic designers; helped to determine yearly editorial calendar; networked with industry members; and attended tradeshow and conferences.
—1992 to 1995

☞ The Washington Times Corporation, Washington, D.C

Assistant Editor, *The World & I Magazine*

Coordinated all aspects of magazine editorial for various sections: Planned themes and contracted with authors for articles, edited stories, obtained photographs and other graphics, oversaw designers, tracked production. Circulation: 40,000.
—1987 to 1989

☞ The Times Journal Company, Springfield, Virginia

**Copy Editor, *Alexandria Journal*, *Arlington Journal*,
Fairfax Journal and *Prince George's Journal***

Proofread and corrected reporter's stories, wrote headlines and cut lines, oversaw community reports and calendars, supervised designers, and closed out the four newspapers by giving final approval and sending them to press. Circulation: 330,000.
—1987

**Assistant Editor, *Alexandria Journal*, *Arlington Journal*, *Fairfax Journal*,
Montgomery Journal and *Prince George's Journal***

Wrote daily news summaries and features for the national and international sections of these five county newspapers, including weekly health and technology columns. Supervised designers. Circulation: 425,000.
—1985 to 1986

Assistant Editor, *Army Times*, *Navy Times*, *Air force Times* and *Defense News*

Researched and wrote hard news and features. Circulation: 315,000.
—1985 (Part time)

☞ American Indian Heritage Foundation, Falls Church, Virginia

Editor, *Indian Heritage News*

Founded a newsletter for this multimillion-dollar nonprofit organization. Tasks included writing hard news and features, creating layout and design of an 8-page tabloid, contracting a graphic designer and printer, overseeing publication, and supervising three photographers. Circulation: 200,000.
—1985 (Part time)

☞ Reader's Digest, Branch Office, Washington, D.C.

Assistant Editor, *Reader's Digest*

Researched story proposals, including reference and bibliographic material, contacts, and background information. Also wrote chronologies and prepared comprehensive, analytical reports to be included in published stories. Circulation in the millions.
—1984

Freelance Experience

Editor, Writer: Am currently editing a 300-page astrology book and working on several websites and brochures.
—Presently

Editor, Writer for the Natural Products Industry including magazines such as *Delicious! Living* (Penton Media) and *HealthSmart Today* (Impakt Health).
—Presently, as well as from 2001 to 2003

Editor, Writer in Nelson, New Zealand, for authors and students
—1990

Staff Journalist: Operation Raleigh Expeditions™ in Alaska (sponsored by Prince Charles, Great Britain)
—Summer 1988

Copy Editor: Council for Exceptional Children (Alexandria, Va.), Gannett Radio Publications (Roslyn, Va.), *Defense News* and *Journal Life* (The Times Journal Company), and *The Washington Times* (The Washington Times Corporation)
—1987

Foreign Correspondent: *Hello* magazine, an Indonesian English-language magazine for teens
—1986 to 1988

Foreign Correspondent (in Bandung, Central Java, Indonesia): *Radio Rupublik Indonesia*, serving as an English news radio broadcaster; and *Suara Merdeka* (an Indonesian national newspaper), serving as a foreign reporter
—1986

Awards

Newspaper Design Award from the Society of Newspaper Design for competition in the category "Regularly Appearing News Section." (Seventh Annual Design Competition; 300 newspapers submitted entries)
—1986

Education

The National Journalism Center, Washington, D.C.
•Educational seminars and internship

University of Virginia, B.A., Political and Social Thought (Interdisciplinary major)
•Minor: German; Additional concentration: Economics

Universitat Salzburg, Austria
•A matriculated student; Instruction by Universitat professors in German

Travel

Have traveled two or more times to six of the seven continents (sans Antarctica), visiting select countries numerous times and totaling some 32 countries in all.

Languages

German and Indonesian